

# RJ REYNOLDS

TOBACCO COMPANY

COPY

March 20, 1998

S. R. MacLEOD  
Region Operations Mgr

150 Lawrence Bell Drive  
Suite #108  
Williamsville, NY 14221  
(716) 634-9232  
Fax (716) 634-3145

RJR Account #317880

Ms. E. Jones  
R. L. JONES & SONS

## SALEM TEAR TAPE PROMOTION #800438: APRIL (#804)

Dear Ellie:

SALEM .30¢ Tear Tape product has been ordered, as well as 16 SKUs of 40-Pack Displays (Item #541964 @ 1/SKU) to pack and ship the above promotion to your participating retail accounts as identified on the attached Customer List. Displays should be maintained by retailer for future Salem .30¢ Tear Tape promotional shipments (see enclosed Retailer Letter). This product is being shipped @ .30¢ off-invoice.

### Display Detail / Item #541964

<u>SKU CUBE:</u>	0.5020
<u>SKU WT (w/o Product):</u>	1.1350 lbs
<u>Retail Sales Offers per Sku:</u>	40 units
<u>Billing per Sku:</u>	4 Full Price Cartons

RJR will reimburse you \$14.00 per live 12M case for all displays packed and shipped to retail on a timely basis. This equates to \$28.00 (2 (12M) case(s) @ \$14.00). Payment will be made as soon as possible once verification is received that all displays have been shipped to retail.

<b>PARTNERS 'BONUS' REPORTING DESCRIPTION</b>	<b>'SAL 98 .30/1 PK'</b>
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As always, thanks for your assistance in the marketing of our products.

Sincerely,

*Judy*

J. Campbell  
Promotional Coordinator / 1610

/jc

cc: A. Zecca  
Enc. Retailer Letter  
Retail Customer List

<b>Note to RJR Manager:</b>
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Upon verification of shipment to retail, notify Judy (#1610) for payment distribution to account.
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APRIL DELIVERY  
SALEM TEAR TAPE  
R. L. JONES & SONS

UPC Code	SALEM <u>BRAND STYLE</u>	#/ (6M) Cases <u>@ .30¢ Off</u>
12300-24194	Full Flavor	1
12300-24195	Full Flavor 100	1
12300-24196	Light	1
12300-24197	Light 100	1

Product / Premium Arrival: April 6, 1998

Ship Date to Retail: Week of: April 13, 1998

EFT \$ Amount: \$1,182.92

**April Drive Period 804 / Promotion #800438**

**PROMOTION DESCRIPTION: EACH DISPLAY CONTAINS 40 .30¢ OFF PER PACK OFFERS (4 CARTONS). PACK AND SHIP ONE (1) DISPLAY, ALONG WITH ANY ADDITIONAL PRODUCT REQUIRED, AS INDICATED ON THE ATTACHED CUSTOMER LIST.**

**RETAILER NEEDS TO MAINTAIN SALEM 40-PACK DISPLAY FOR FUTURE DISTRIBUTIONS  
(INCLUDE A COPY OF THE ENCLOSED 'RETAILER LETTER'  
IN EACH DISPLAY SHIPPED TO RETAIL)**

APRIL DELIVERY

51852 2289

Source: <https://www.industrydocuments.ucsf.edu/docs/nrnn0000>

WORKPLAN VAP TEMPORAL LISTING  
BPN5BB2

DATE: 98-03-20  
TIME: 12:01 PM

TERI RETAIL ACCOUNT NAME ADDRESS CITY ST ZIP QTY QTY QTY QTY QTY CHAIN-ID SUPPLIER

MEMORANDUM FOR: POLICE OFFICERS

SAMES LEVEL: 16XXXX

TEMPPLATE : 800438 80400 SAL 98 .30/1 NO

WHOLESALE : 317880 R.L.JONES & SONS, INC. (DIRECT) TIME: 12:01

DATE: 98-0-0

BPENSBR2 WORKPLAN VAP TEMPILATE LISTING PAGE 1

Source: <https://www.industrydocuments.ucsf.edu/docs/prpp0000>

Source: <https://www.industrydocuments.ucsf.edu/docs/mim10000>



*To All RJR Retail Partners*

## **RETAILER LETTER**

**SALEM .30¢ OFF / PACK**

**\$3.00 OFF / CARTON**

- THE 40-PACK DISPLAY BEING SHIPPED TO YOU FROM YOUR WHOLESALER FOR SALEM PROMOTED PRODUCT IS TO BE MAINTAINED FOR USE WITH FUTURE SALEM PROMOTIONS THROUGHOUT 1998.
- YOUR WHOLESALER WILL SHIP .30¢ OFF/ PACK AND \$3.00 OFF/ CARTON PROMOTED PRODUCT WHICH IS TO BE PLACED INTO THE 40-PACK DISPLAY.

AS ALWAYS, THANK YOU FOR YOUR ASSISTANCE IN THE MARKETING OF OUR PRODUCTS.

IF YOU HAVE ANY QUESTIONS REGARDING THIS SHIPMENT PLEASE CONTACT YOUR RJR REPRESENTATIVE.

ROU #1610

51852 2291